

Amendments to the Claims

1. (Currently Amended) [[A]] An advertisement display system in a map-information providing service transmitting map-image data to a user terminal to display a map image based on the map-image data, and displaying advertisements on the displayed map image, comprising:

an advertisement site for displaying the advertisements on the map image displayed on said user terminal, including a advertisement server for displaying a route setting and advertisements situated along the set route on the map image, a route database storing road data on a map required for setting a route in said advertisement server, and advertisement database storing registered advertisement data,

wherein said advertisement server sets a route based on the road data stored in said route database, and read out advertisements situated along the set route from said advertisement database to display them on the user terminal;

wherein said advertisement server reads out only advertisements, matching a profile of a user, of said advertisements situated along the set route from said advertisement database based on the data representing the profile of the user sent from the user terminal, and displays them on the user terminal.

2. (Cancelled)

3. (Currently Amended) The advertisement display system in a map-information providing service according to claim 1, wherein said advertisement site

further includes a user registration database storing registration data representing the profile of the user, ~~wherein said advertisement server reads out the only advertisement, matching the profile of the user, of said advertisements situated along the set route from said advertisement database based on the registration data of the user read from the user registration database, and displays them on the user terminal.~~